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OCT 28 1922 ✓

RICH MEN'S WIVES ✓

Photoplay in seven reels ✓

✓ Story by ^{Frank Dwyer +} Agnes Christine Johnson ✓

Directed by Gasnier ✓

✓ Author of photoplay (Under Sec. 62)
Preferred Pictures Inc. of the U. S. ✓

576-5

Complete Service Book

"RICH MEN'S WIVES," SOCIETY DRAMA OF POWER WITH A TUG AT HEARTSTRINGS OF YOUR PATRONS

PROGRAM READER

ARE Rich Men's Wives to be pitied, scorned or envied?

It's a question with as many answers as there are people, probably, but in "Rich Men's Wives," the Gasnier-produced Preferred Picture that will appear here for days, beginning, a solution is given.

"Rich Men's Wives" we consider one of the best pictures that we have ever presented to our patrons, because it has all the elements that go to make satisfying entertainment. It is a strong story, with dramatic power that will thrill you, and a dash of pathos that will tug at the heartstrings of every normal person, especially mothers. It was produced by Gasnier, maker of "Kismet," under the supervision of B. P. Schulberg, a creator with high artistic ideals, and has settings in keeping with good taste. The cast is one composed of real artists, including House Peters, lovely Claire Windsor, Baby Richard Headrick, Gaston Glass, Rosemary Theby, Myrtle Stedman, Charles Clary, Mildred June, Carol Holloway, William Austin and Martha Mattox.

You'll enjoy "Rich Men's Wives" and you'll profit by seeing it.

Catch Lines

Rich Men's Wives live in gilded cages, but are they happy? "Rich Men's Wives" gives you a close-up view of them.

Are Rich Men's Wives to be pitied, scorned or envied? You'll determine that for yourself after seeing "Rich Men's Wives."

One half the world doesn't know how the other half lives, but "Rich Men's Wives" opens the door for a glimpse of the "upper ten."

Flappers, flirts and finale hoppers will learn something to their advantage from "Rich Men's Wives" at this theatre next week.

A truly great picture enacted by a cast of truly great artists; a theme that will set tongues a-wagging among rich and poor people alike, in discussion of the solution given by Gasnier to the question: "Are 'Rich Men's Wives' to be pitied, scorned or envied?"

CAST

John Masters.....	House Peters
Gay Davenport.....	Claire Windsor
Mrs. Lindley-Blair.....	Rosemary Theby
Juan Camillo.....	Gaston Glass
Mrs. Davenport.....	Myrtle Stedman
Jackie.....	Baby Richard Headrick
Estelle Davenport.....	Mildred June
Mr. Davenport.....	Charles Clary
Maid.....	Carol Holloway
Nurse.....	Martha Mattox
Reggie.....	William Austin

SYNOPSIS

GAY DAVENPORT, child of wealthy but neglectful parents, returns home from college and is wooed and won by John Masters, master of men and millions as his name indicates. Their one child, Jackie, is the pride of their hearts but modern methods of rearing coupled with social and business interests leaves Jackie sadly neglected.

Piqued by her husband's attention to business and seeming neglect of her, Gay flirts outrageously, but innocently, with Juan Camillo, and is surprised in a scene where Juan, discretion thrown to the wind, refuses to understand her repulses. Masters refuses to believe that his wife WAS repulsing Juan and he declares that she must leave his home and never see her child again. He agrees not to divorce her if she will leave quietly, which she does. She finds her father desperately poor, due to reverses, and her mother wholly unsympathetic, concerned only in the fact that the wealth of Gay's husband will not now be available to assist the Davenports to regain their fortune and position in society.

Gay strikes out for herself and her only friends are Estelle, her younger sister, and Ella, her former maid, who visits her every day with tidings of Jackie. An Amazon nurse, Reynolds, guards Jackie at all times, and effectually prevents Gay from seeing her child. Masters, never ceasing to love his wife, but still believing her guilty, refuses to see her or permit her to see her child and devises all sorts of safeguards to effect this end.

Little Jackie is led to believe that "his Angel Muzzer" is dead but longs for her constantly and actually pines away. His father neglects him and drinks heavily although never showing the effects of his libations. Mrs. Lindley-Blair, a social climber, who knows the truth about Gay's innocent adventure but refuses to divulge it, sets her cap for Masters.

On a night of wild revelry, Gay obtains admission to Masters' house and sees Jackie. In a scene of wild abandon in the ball-room it is decided that the scene needs a Cupid and a flapper rushes upstairs for Jackie, mistaking Gay for a nurse. She takes Jackie from Gay's arms and bringing him downstairs undresses him, frightening him and making him ill. Gay, desperate, rescues him, and reviles Masters, who finally recognizes the sterling worth of his wife and welcomes her back to his really hungering heart.

HIGHLIGHTS

A PREFERRED PICTURE, produced by Gasnier, the man who gave "Kismet" to a satisfied public and delighted exhibitors.

Written by Frank Dazey and Agnes Christine Johnston and translated to the screen by Lois Zellner.

B. P. Schulberg, president of Preferred Pictures, a producer with ideals as well as ideas, and a creator of entertainment determined to put honest value into his product, personally supervised the production and gave to it a richness of setting and locale in keeping with the title and the theme.

THE STORY is a society drama, with an original treatment, and must not, in any manner, be set down as "a problem play." It tells of a beautiful young woman with a true mother instinct forced by circumstances to live the life of a butterfly in gilded garb; of a sincere man whose happiness, with that of his wife and child, is sacrificed on the altar of Gossip.

THE CAST of "Rich Men's Wives" is evidence of the sincerity of purpose dominating the producers, for you will find in the principal roles House Peters, a star of unquestioned power and popularity; Claire Windsor, a beauty newly come into her own as a star; Gaston Glass, a featured star; Rosemary Theby, known to everyone; Myrtle Stedman, a beautiful woman great in her matured art; Charles Clary, one of the finest actors on the screen; Mildred June, a Sennett star specially lent to Mr. Gasnier for this production; Carol Holloway, a star of long standing; William Austin, an artist in character comedy roles; Martha Mattox, one of the finest character actresses.

THE EXPLOITATION possibilities in the picture and title are almost limitless, and on pages 12, 14 and 15 of this book will be found suggestions to fit the purses and policies of every class of theatre.

You'll Never Know what Real Independence is until you Book Pictures on their Merit—that's the Lichtman Plan

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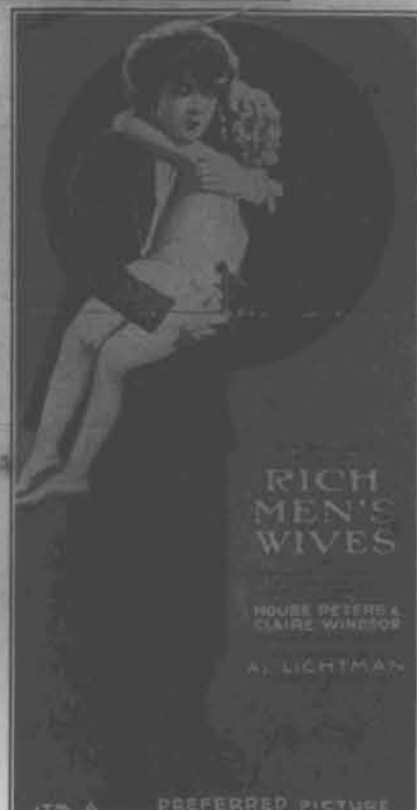
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OCT 28 1922

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October 28, 1922

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